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Note for Neidle, Bruce

From: Rothfeld, Suzanne
Date: Tue, Sep 17, 1996 11:20 AM
Subject: RE: August Priority Audit Analysis
To: Neidle, Bruce
File(s): August Priority Audit Analysis

Attached is the Region-level analysis.

-Suzanne

From: Rothfeld, Suzanne on Tue, Sep 17, 1996 11:18 AM
Subject: August Priority Audit Analysis
To: Neidle, Bruce
File(s): Priority Audit - 8/96; Reg 4 - Prior Audit RECAP Form

Bruce -

Per our conversation, enclosed please find the August Priority Audit roll-up by Section/Region and the corresponding analysis that I presented at the SSD/RVP meeting this past Monday. The audit form was designed by the TMD/SSDs/RVP at their July meeting.

Since this was the Region's first attempt at conducting this type of audit the following issues were addressed:
• Increasing audit response rate from Region Mamagement (UM, SAM, DM, SSD) to give a better "read" of the situation at retail
• Further clarification of questions/addition of questions to allow a clear read of our initiatives (e.g., Determine if the acct. audited is signed to RM and then determine if it was in compliance)

I would be happy to outline the various takeaways and responses that the SSDs/RVP had at the meeting. In addition, after the analysis/summary was presented, the Region Management Team collaborated on the content of the October audit. I have compiled the preliminary audit form for October and am currently awaiting their feedback. Once I hear from the group, the final draft of the October Priority Audit will be submitted to the SOMs for distribution to the field.

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Should you have any questions, please let me know.

-Suzanne

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